

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

ROSE NEWS

Published now ☆ and again ☆ by Star Rose Growers ☆ Conard-Pyle Company ☆ Robert Pyle President ☆ West Grove, Pa.



Ninety days from March there will be rosebuds in very many sections of this great country—the first beautiful rosebuds of 1929. Our own records show that the first buds in the Star Gardens appeared, last year, about that time. Gardens in latitudes south of us are earlier; those north of us are later. Of course. But ninety days pass quickly, and if you have not yet planned your 1929 garden with its roses and tulips and merry jonquils—it's high time for you to make up your lists. Do it!



Mr. Pyle's article

It is not too late to look up the February issue of the Ladies' Home Journal and find therein Robert Pyle's article about climbing roses. The article is illustrated with exquisite reproductions of natural color photographs taken by William F. Floing in the Star Rose Garden and in the Star Test Gardens at West Grove.

As an aside, it is interesting to know that practically all of the photography was done at a little after 6 o'clock one June morning in 1929. What a day that was! Evidently the roses knew that Mr. Floing and his staff of photographers were to be there, for they certainly looked their prettiest—as you will see, if you look at the illustrations in the Home Journal.

How about success?

If you want to be sure of success with roses this year, you need "Success With Roses." If, perchance, you haven't heard about this helpful little volume, it is a 32-page book replete with illustrations and explicit directions. It tells you what to do, when to do it and how to do it. It leaves nothing to chance. There are many quirks and turns to rose growing and "Success" tells them all to you in detail, so that you can make your garden the prize garden in your community this year, and in years to come. Price 25c.



The budget idea

They say Americans are "hipped" on two things: conventions, budgets. Whether that's true or not, we do observe that most of our joys and pleasures are today budgeted by well-meaning persons. Our golf is laid out by enthusiastic souls to cost a certain sum each month.

And our automobiling. Pseudo-economists can't leave that glorious enterprise alone, and so they chart each month's proposed expenditures as less than they ever prove in actual fact.

And so on—even the bride and groom, otherwise happy and untrammelled in their new freedom, are brought up with a round-turn by a set of statistics showing how much they should spend for insurance and meat and silk stockings and rent and doctor bills.

But, fundamentally, this budget thing isn't so bad. We don't like to think of budgeting a rose garden, but folks do have to be careful about how they spend their extra dollars! And so—

the \$20 rose garden

If you are a normal person, you prefer yellow roses or pink roses or white roses. And probably, if you were left to yourself, you would order too many of one color to make an effective showing in your garden. And besides that, you would probably forget that some roses bloom best at one time and some at another. And you might even overlook the fact that some are hybrid teas, and bloom the first year, and some are climbers and won't, positively won't, bloom until the second year.



To give a well-planned selection, we have carefully arranged the "Star 25," the choice of experts, for everyday gardens. It includes the four major colors, red, pink, yellow and white—with intermediate connecting tints. Each rose is a "topper" in its class. They are hardy and of maximum bloom production. Some of these "Stars" are especially adapted for cut-flower use, having long-stemmed buds that keep the house well supplied.

The "Star 25" is a reliable collection—with it your success is assured. The individual roses are fully described, many of them color-plated, in the new 1929 "Star Guide to Good Roses." The 25 roses are individually priced at \$26.00. The collection is sold for \$20.00.

☆ ☆ ☆
"When the flower show was held here last March I went out to see it and was much impressed with your exhibit. I had some conversation with your representative and secured from him your booklet, 'Success With Roses,' with which I was still more impressed. I have been trying for the last three years to grow some roses in my mother's cemetery lot. I have read everything I could get on roses and I have never yet found any booklet which gave the careful, detailed information, information for the merest novice, that yours does." Miss A. P., Philadelphia, Pa.

"Gather you rosebuds while you may,
For Time is still a-flying,
And that same flower that lives today,
Tomorrow will be dying."

☆ ☆ ☆
"I have enjoyed reading 'Success With Roses.' It is very complete and is so full of knowledge. It seems you have said the last word on growing roses." J. K. S., Reading, Pa.

Won't you write us?

This coming season you will doubtless have some unusual and interesting experiences with your roses. Don't forget to tell us. This particular page of Rose News is not designed so much as an advertising page as it is as an exchange of news among rose lovers all over the country.



And right now, if you happen to think of any unusual rose incident that occurred last year, sit down and tell us all about it so that we can tell others of your success in solving a particular problem. You will thus be helping all rose lovers. As they say so persistently in the advertising columns—"Do it now."

☆ ☆ ☆
"Please accept my belated thanks for copy of 'Success With Roses' you mailed to me. I am sure that with the help of the book we will have a riot of color in the yard from spring until frost. I like the general instructions—everything seems so simple and if one doesn't get results, they have only themselves to blame." G. E. B., Evanston, Ill.

A new and better catalog for 1929

This year's "Star Rose Guide" is, we believe, the best rose catalog we have ever issued. It may be that we are unduly proud of our own work but it does seem to us as if this year's larger size page sets forth the beauty of our color plates more attractively than anything we have done in the past. Anyway, we know it has taken us and our worthy printer friends, much longer than usual to "build" this "Guide" than any catalog we remember. BUT, we do believe it is well worth our extra effort! If you have not yet seen your copy of the "Star Guide to Good Roses" for 1929—use the coupon in the southwest corner.

☆ ☆ ☆
See our Rose garden at the Philadelphia Flower Show. To be held at the Commercial Museum, 34th Street, below Spruce, Philadelphia, Pa., March 11th to 16th.



If you want ROSES

this summer, you can have them—glorious ones that will be the pride of the neighborhood. We guarantee "Star" Roses to bloom the same year you plant them.

The 25 "Star" Rose offer

To make it easy for you, and because we "know our roses," we have selected 25 choice roses, every one of which is guaranteed to bloom within 3 months after planting, or we will "make good." These 25 "Stars" include our famous "Star Dozen"—our twelve most satisfactory rose plants. Included in this lot are pink, apricot, red, yellow, white, and tinted roses. You'll be delighted with the selection we'll send you.



FREE—With every order for either of these collections.

The "Star Dozen"

Or if you prefer to buy the "Star Dozen" by itself, these twelve highly recommended roses are yours for \$10.50. If purchased individually, the same selection would cost you \$12.50.

Order today!

In order to make certain that you receive the varieties you order, use the coupon today.

☆ ☆ ☆
When we ship your order, we'll send our 32-page "Success with Roses"—to help you in planting and caring for your roses. We'll also include the 1929 "Star Guide to Good Roses"—if requested, describing 200 varieties of roses, many in color. Use the coupon!

Star Rose Growers
The Conard-Pyle Company
Robert Pyle, Pres., West Grove, Pa.

—USE THIS COUPON—NOW!

THE CONARD-PYLE CO.
West Grove, Pa. Box 360
☐ I'm sending you \$20 herewith. Please send the 25 "Star" Roses at proper planting time.
☐ Here's \$10.50 for the "Star" Dozen. ("Success With Roses" will be included with either of the above orders.)
☐ Send "Star Guide" Free.
☐ I enclose 25c. Send "Success With Roses."
Name.....
Address.....
P. O.

ORDER SHEET—Spring 1929

THE CONARD-PYLE CO.

Star Rose Growers

Robert Pyle, Pres.

West Grove, Pa.

Do not write in this column

Ck. Mo. St. Cr. Sl.

Date 1929 Amount Enclosed \$ Please send cash with the order or before shipment is made.

PLEASE PRINT OR WRITE YOUR NAME PLAINLY

Ex.

Name

Ex. Pd.

P. O. BOX OR STREET

R. F. D.

Ex. C. O. D.

Post Office

(We fill this in)
Z

P. Post

County

State

Postage C. O. D.

EXPRESS (IF DIFFERENT ADDRESS FROM P. O.)

P. Post C. O. D.

Goods will be forwarded just as soon as new stock is ready or when we think the season suitable for planting in your locality.

It pays to order in quantity—get some neighbors to order with you.

BOOK

ADDRESSES

QUANTITY RATES { \$1 Roses are 90c. each when any 12 or more are ordered, 80c. each for any 25 or more

Quantity	ITEMS WANTED	\$	Quantity	ITEMS WANTED	\$
12	☆ Star Dozen Roses, Offer F 1 and "Success With Roses," Free	10.50	25	☆ Star 25 Roses, Offer F 2 and "Success With Roses," Free	20.00

Below we have listed the "Star 25" Roses. *Indicates the kinds in the ☆ Star Dozen. You may want to order several of a kind. See above for quantity rates.

*Betty Uprichard each \$1.00	Mme. Jules Bouche each \$1.00
*Duch. of Wellington each \$1.00	Miss Cynthia Forde each \$1.00
*Etoile de France each \$1.00	Miss Lolita Armour each \$1.00
Francis Scott Key each \$1.00	*Mrs. Aaron Ward each \$1.00
George C. Waud each \$1.00	Mrs. Henry Morse each \$1.00
Gruss an Teplitz each \$1.00	Ophelia each \$1.00
Hawlmark Crimson each \$1.00	*Radiance each \$1.00
*Kaiserin Aug. Viktoria each \$1.00	*Red Radiance each \$1.00
Lady Alice Stanley each \$1.00	*Rev. F. Page Roberts each \$1.50
Lady Ashtown each \$1.00	*Souv. de Claudius Pernet each \$1.00
*Mme. Butterfly each \$1.00	*Souv. de Georges Pernet each \$1.00
Mme. Caroline Testout each \$1.00	Ville de Paris each \$1.50
*Mme. Edouard Herriot each \$1.00	

ORDER EARLY

IF YOU PREFER—

we can send the "STAR DOZEN" Roses for \$10.50 or the "STAR 25" for \$20, and you pay the postage on delivery.

A better plan is to add the small amount of necessary postage to your remittance and we will prepay delivery. Ask your postmaster for your zone from West Grove.

We will send the "STAR DOZEN" Roses or the "STAR 25," prepaid, if you will include the following delivery charges:

	"Star Dozen"	"Star 25"
To the—Second Zone, add	\$0.17	Add \$0.23
Third " "	.25	" .38
Fourth " "	.42	" .66
Fifth " "	.58	" .95
Sixth " "	.74	" 1.24
Seventh " "	.92	" 1.54
Eighth " "	1.08	" 1.83

For Potted Plants, after May 1st, shipped with the soil on the roots, treble the above charges and be sure to give the address of your nearest express office. Twelve or more potted plants must go by express.

It pays to order early and add the low delivery cost to your order for dormant plants, up to May 1st. You will save the postage collect fee.

